

Dr. Volker Mehnert

Wiesenweg 22
D-65812 Bad Soden
Germany

Postal Code

Phone 011-49-6196-561362

Fax 011-49-40-7940729

E-mail Mehnert888@aol.com

Website

ITB11: German journalist writing mainly for FAZ. In 2004 went to the Buffalo RU and in 2001 went to Wyoming for ski (Jackson). Looking for an activity focused fam to our region. Ideas include hiking and bicycling. We discussed the Hiawatha Trail and Mickelson Trail, zip lines, walk in the trees, climbing Devils Tower and interpretive walk around the base, Top 10 Scenic Drives. Will begin to organize the potential fam through Carola. Mr. Mehnert may combine this fam tour with something else.

GER10/09: DIE WELT - This is a German National daily newspaper with a circulation of approx. 264,628 and approximately 670.000 readers. In their Travel supplement in the weekend edition on Saturday October 24, 2009 they published a long article written by Wolfgang Mehnert. It is called "Die Praerie und ihr Fluss" (The prairie and its river) and talks about the Missouri River flowing through the prairie States – also through Montana and South Dakota. The article starts out with a description of a peaceful scene along the mighty river, mentioning the wide-open spaces and the buffalo herds. Wolfgang then tells the reader about the Lewis & Clark expedition, Sitting Bull and the battle of the Little Bighorn as well as the history and the culture of the Native tribes in the area. A last part concentrates on the sights in the region, mentioning the new Casino in Mobridge, the varied wildlife, which can be seen as pronghorn antelope and deer and suggests a tour through the Great Plains as a wonderful experience of the "true wild west".

In addition our contact details and the German Real America website are provided.

Author: Volker Mehnert
Publication Date: October 24, 2009
Length: 2/3 page
Circulation: 264.628
Ad value: 39,454.97 USD

This article is a result of a press trip Mr. Mehnert took in 2004.

GER11/08: Welt am Sonntag (WAMS) This is a German Sunday Newspaper with a circulation of approx. 404.000. In their travel section on November 23, 2008 they published an article called "Mutter aller Motorraeder" (Mother of all motorcycles). The page long article describes the Harley Davidson Cult and the opening of the new Harley Museum in

Mr. Edi Pyrek

Karolinki 18
02-635 Warsaw
Poland

Postal Code

Phone 011-48 22 64 68 841

Fax

E-mail edipyrek@go2.pl

Website

ITB11: Met with Edi, a journalist and photographer for National Geographic. Is coming into our region to write a book. Last time he wrote on the America's. This time he will cover the RMI region. He writes for National Geographic and his wife does the photos. He would like to feature Crazy Horse Memorial in this book as well since the family is also Polish. He will travel through our region to write about what the area has to offer. He took cards from everyone. Carola, please follow up.

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Media**Mr. Peter Adler**

Rheinstraße 45
Aufgang 7
D-12161 Berlin
Germany

Postal Code

Phone 011-49(0)30859 4149
Cell: 011-49(0)172 313 24 55

Fax

E-mail *mail@peter-adler.de*

Website

ITB11: Met with Peter. Does destination films. Recently did a Mississippi River documentary. This year doing a documentary on Route 66, but it has been delayed until 2013. Everything is filmed in hi-def. Wants to do a Rocky Mountain feature, including Canada. The feature will be 3-4 parts, with each being 45 minutes. Wants to focus on wildlife, art, scenery, people, National Parks and the American stories. They don't promote hotels, etc., but the idea is to create tourism interest. Need to find a story line to tie everything together. Discussed L&C Trail, Mountain Men/Beaver Trappers, Mining, Dinosaurs. He will do research during a family vacation. Possibly support with a fam tour? Mentioned film incentives in our states.

Journalist**Mr. Ralf Johnen**

Germany

Postal Code

Phone 011-49 151 27532233

Fax

E-mail *ralf.johnen@ish.de*

Website

ITB11: Met with Ralf. Freelance journalist the writes for several publications. Has not been to our states. Wants to feature travel related stories. Has read CJ Box and knows YNP. We covered the basics of our region and explained the fam tour process. Carola, please follow up.

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Ms. Heike Wagner

Lintorfer Str. 7
D-47055 Duisburg
Germany

Postal Code

Phone 011-49-203-7 299 714

Fax 011-49-208 53746

E-mail heikewagner3@freenet.de
h-wagner-duisburg@t-online.de

Website

ITB11: Journalist with an assignment to update the Vista Point Travel Guide Book. Has not been to the region in many years. Interested in a fam trip through the region. Needs to know a lot of new things in the region for the guide book update, which will be published next spring 2012. She needs to do a bit of research. Carola, please follow up.

GER05/10: Talked to Heike Wagner who is writing for the ADAC and for the Vista Point Travel Guide books. She has an assignment to update the Vista Point Travel Guide Book "Rocky Mountains". Last update was January 2009.

Unfortunately it will not be possible for Heike to travel to the RMI region herself.

We informed her about our press-trip policy - however, Heike would need the airfare sponsored in order to travel. We provided Heike with current information material and the RMI photo CD and offered or further assistance. Also informed Heike about the annual Buffalo Roundup Press Trip to SD. Will follow up

ITB09: Met with Heike who is a travel journalist writing guide books. Wrote "Vista Guide" update. Is thinking about a press trip to RMI region in 2009 or 2010, but is definitely checking this summer (July). We explained procedure. Will contact RMI Germany if plan get more concrete. Might not be able to provide official assignment since this would be a short notice assignment.

ITB06: Heike and Bernd have split up and are dividing up 21 books. Bernd is working on his own book on Western Canada and some part of the Rockies and also working Reise Know How in BC and AB (but will include MT). Heike is handling ADAC - FL and SW Bernd. Took WY CD and photos, took press kit and photos, Glacier Information and what's new - MT, took ID press kit CD, Maureen please send CD - advised him of media web site for SD. 2005 was the best year for selling guides. Mentioned the good Euro to Dollar ratio.

GER12/05: We talked to travel journalist Mrs. Heike Wagner. We learned that she is very interested in a press trip to the RMI region in 2006. We told her that we are always interested in hosting journalists and that she should fill out the RMI media assistance form and give us all the details. We provided her with updated information material about the RMI region.

Ms. Susi Boxberg

Severinstr. 25
D-50678 Köln
Germany

Postal Code

Phone 011-49-221-932 99 78

Fax 011-49-221-932 99 78
Mobile: 011-49-171-546 59 35

E-mail susiboxberg@web.de

Website

ITB11: Met with Susi. (Have met with her before with Klaus Daams) She is a freelance journalist writing for magazines and the emphasis on motorcycles. Is writing for Motorrad News. Will send a copy and details on publication. Is interested in a press trip to the RMI region to write about motorcycle routes and attractions in Montana. Carola explained the procedure and working through RMI-Germany and suggested a coop with a tour operator or other publications to get the airfare covered. Gave RMI guide and MT motorcycle sheet.

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20 Minuten AG

Marlies Seifert

Werdstrasse 21
Postfach
CH-8021 Zürich
Switzerland

Postal Code

Phone 011-41 44 248 68 34

Fax 011-41 44 248 68 21

E-mail marlies.seifert@20minuten.chWebsite www.20minuten.ch

ITB11: Met with Marlis. 20 Minuten Is the largest newspaper daily in Switzerland. Distribution for free. 500,000 circulation. Readers younger than usual with average age of 39 years old. Unique clients on their website with own travel section. Need help to organize a press trip to our region. Is very flexible with sending journalists and flexible when to feature article. Carola, please follow up.

ADAC Mitgliederreisen

Mrs. Sabine Laeuffer

Landshuter Allee 38
D-80637 München
Germany

Postal Code

Phone 011-49-89-1204604

Fax 011-49-89-1204618

E-mail sabine.laeuffer@adac-reisen.deWebsite www.adac.de

ITB11: Met with Sabine. Is a tour operator offering group tours and working with New World Travel. Is thinking about doing a group tour series - Highlights of North America Tour. This group will be 30 pax of age 60+. Will start in the East and go West. It's a 3 week trip. Will have 5-6 groups/departure dates. There will probably be some flights within the states and not all on a motorcoach. This company is the Germany AAA and is 20 years old. Sabine is looking for stops within our region. We covered a few highlights of the region and mentioned the sample itineraries on our website. May-October or June-September were mentioned as best dates for the region. Will be finalizing this tour after 2012 ITB. Carola, please follow up with materials, highlights of the region and details.

GER01/11: Introduced our destination to the new PM membership tours Mrs. Sabine Laeuffer. She has taken over the department from Nancy Boehm who left in November 2010. Gave an update on the RMI States and included Mrs. Laeuffer on our ITB invitation list.

GER09/10: New contact: Nancy

GER5/2001: Followed-up with Mr. Grimm of German travel agency and tour operator ADAC regarding the Flyer tour called "USA - The National Parks of the West" (please compare February report, sales call # 5). Mr. Grimm told us that from the originally 15 planned tour dates, they had to cancel 7, as they did not have enough participants. For the 7 remaining tours, they already have 192 bookings. The dates and the number of passengers are:

33 pax May 25, 33 pax June 15, 25 pax June 22, 10 pax June 29, 23 pax July 20, 22 pax August 3, 16 pax August 24, 30 pax August 31. Frankfurt office learned, that despite the strong dollar exchange rate and the decrease in tours and passengers to the US, ADAC cannot complain about their bookings in comparison to other German tour operator.

GER1/2001: Frankfurt office received a flyer from German tour operator ADAC Mitgliederreisen, offering a tour called "USA - The National Parks of the West". We contacted Mr. Schlemmer of ADAC Mitgliederreisen to receive detailed information about the tour. We learned that the planned tour will be a roundtrip, starting in Denver. Destinations in the Rocky Mountain region will be Jackson and Yellowstone

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America Journal

Mr. Joachim Latka, Ms. Julia Latka, Editor, Sascha Hüsing, Marc

Geisbergstrasse 39

D-10777 Berlin

Germany

Postal Code

Phone 011-49(0)30-288 78980

Fax 011-49(0)30-288 7899817

E-mail info@latka.de
jlatka@latka.de, jalatke@latka.deWebsite www.america-journal.de
www.latka.de

ITB11: Met with Detlef and Julia Latka. America Journal will include some news piece about the winner of the RMI sweepstakes that was recently concluded and a winner chosen. Carola, please ask the winner if it's okay to publish his name in the magazine. Carola, please ask the winner if he can take photos of his trip, and if they can be used in the news piece in AJ. Could also post on the RMI-Germany website along with a synopsis/interview about the trip. We discussed the 2011 AJ publishing calendar. Discussed advertorial for all four RMI states and ND in the upcoming Rocky Mountains editorial for November/December 2011. Detlef will formulate pricing before the end of March to be included in RMI proposals for FY12. He will send this to Carola and Mathias. The consensus was that this would be a good followup to the sweepstakes, and that it would be limited to the 5 states. The 2-page advertorial would not be too much information, but rather good images and highlighting the major points of interest in each state. Everyone was on board with this.

GER01/11: For the upcoming America Journal March/April No 2 2011 Hannes Klug asked for a selection of photos for Cody as they want to print an article on this town in Wyoming. Provided Hannes with a selection of photos.

GER12/10: Discussed final outcome of the RMI Sweepstake in No 6 /2010 America Journal. Received final numbers of people who ordered the information package about the RMI States / partners AJ Sweepstake. Final number went up to 125. Wait for North Dakota and MOA material and will forward to our mailing house for fulfillment.

GER03/10: Joachim Latka and Mr. Benno M. Wildemann (Marketing Director) stopped by our office to present the "Journeys 2010 - German Market Long Haul Tourism Conference & Exhibition". With this concept they have been quite successful, however in the past concentrated solely on South Africa. Now plan to widen the exhibition and include Australia and the US. Concept as follows:

Location: Munich, Sofitel Hotel Bayerpost Dates: November 4 -6, 2010

1 Trade day - expect approx. 100 trade/travel agents

2 Consumer days - quite exclusive show, each partner

exhibiting can invite their clients - America Journal will invite

America Unlimited

Julia Kohlenberg, Timo Kohlenberg, Rainer Hillers

Leonhardtstr. 10

D-30175 Hannover

Germany

Postal Code

Phone 011-49-511-37444750
011-4951137444751 Julia

Fax 011-49-511-3744770

E-mail Jk@america-unlimited.de
timo@kohlenberg.comWebsite www.america-unlimited.de

ITB11: Met with Timo and Julia. Product is selling very well. Does not need anything. We discussed what's new in the region. We mentioned the possibility of Mega Fam or a potential pre/post fam in conjunction with Go West. Timo seemed slightly interested.

GER07/10: Personal Meeting at the WTS office July 30, 2010. Development of bookings over the summer was very positive. July only month that was a little slower. Have stopped production of ski catalogue, just want to offer 10 top ski offers online. All other ski destinations will be available upon request. Price is very important - plan is to become the benchmark company for Ski product to the US - best price-value. We gave an update on Jackson. emphasized on the popularity of this Ski Resort and will support Timo with information etc. so he will decide to keep it in his product. Made the experience that Ski is mainly booked online and clients come via word of mouth or search-engine based. Therefore Ski brochure does not make much sense. Annual catalogue 2011 will probably have a circulation of 60,000 but less pages. Will not feature any individual hotels anymore. Instead want to offer more fly-drives where flight is already included. Want to concentrate more on their USP, which is FIT Fly Drives. However, importance of brochure still high. Will stay in contact with Timo and follow up.

Had included a possible Travelzoo online promotion with America Unlimited in the Budget proposal for 2010/11. For now told Timo that this will not happen in the upcoming FY. Timo also mentioned that due to the popularity of Travelzoo prices are increasing by the month. Travelzoo now has approx. 750.000 registered subscribers and is intending to raise this number to a Million. Therefore prices for promotions increase as well - currently are at 7,500.00 Euros. In the brochure for 2011 America Unlimited will not feature hotels anymore - they want to concentrate on offering well routed Fly Drives as this is their USP. Hotels will be bookable online and in the back office. Work through all large receptives, but are now preferred key account with Hotelbeds.

GER05/10: Hanover based North America specialist tour operator America Unlimited created a new luxury brand: *Premium Club by America Unlimited*. First tours include California and the Bahamas, they include no less than four to

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American Airlines, Inc.**Mr. Guido Asmuth, Key Account Manager, Mr. Christian Graffe -**

Main Airport Center
 Unterschweinstiege 2-14
 D-60549 Frankfurt am Main
 Germany

Postal Code

Phone 011-49 (0)69 150440
 011-49 69 15044 303 (Christian)

Fax 011-44(0)69 15044333

E-mail fra.sales.support@aa.com
 christian.graffe@aa.com

Website www.americanairlines.de
 www.AA.com

ITB11: Met with Sina and Christian. Start American Eagle connections into Jackson, Sioux Falls and Boise. Will put together a list of flights into our region with connecting times. Does not have direct flight to Chicago anymore -- only Dal/Ft. Worth. American Eagle is updating/adding a lot of flights to our region. Open to fam possibilities and assisting with RMI event airline tickets. Regional offices located throughout Europe. Carola, keep in touch.

GER08/10: Met personally with Christian on August 25. Bookings are going well. Bookings for up to January 2011 are up a two-digit percentage compared to last year. Will have new Sales Manager Germany & Austria starting in September: Oliver Simon. Is always interested in taking part in sweepstakes. His colleague Sina Appel is now responsible. Should contact her if we need support for flight tickets. Will stay in contact with American Airlines.

GER04/10: Talked to Christian about planned events for the next FY. They plan to organize two events where they will invite 100 travel agents each. Instead of a regular presentation, they are planning an interactive evening, details are not available yet. The events will probably take place in August / September 2010 and at the moment they don't have more details concerning costs and locations. Christian will get back to us with details prior to Pow Wow. We will include this information in an additional proposal for possible RMI participation in this event.

GER08/08: Personal meeting with Christian Graffe at our office on August 26, 2008. Discussed opportunities for co-operation. Their budget allows for comp tickets for one or two fams per year.

Besides comp tickets they can also offer good rates for tour operator fams and press trips. Christian is responsible for tour operators in Germany and Austria. If we want to invite Swiss TOs he would ask his colleague in Switzerland. Press rates are usually booked at their London office, in some cases also through him. AA pushes the renovation of their fleet due to increasing gas prices. Discussed possible American Airline Pep Tickets for the Roundup in Idaho 2009. Generally introduced the RMI Fams and also asked for press- rates for our journalist fams.

GER07/07: Personal Meeting at the WTS office. Discussed

American Sports & Travel Information**Dr. Margit Brinke, Dr. Peter Kränzle**

Metzstr. 37
 Postfach 110341/ 86028
 D-86157 Augsburg
 Germany

Postal Code

Phone 011-49-821-311565

Fax Same As Phone

E-mail brikrae@aol.com

Website

ITB11: Met with the Dr.'s. They are interested in a Fall 2011 press trip in conjunction with ND. Possibly September? They are looking for any story lines to do with horses -- wild horses, powwows, rodeo, ranches. We discussed potential routing options through WY, MT, and SD. They will be in touch with Carola to finalize dates and plans. Carola, please follow up.

GER06/10: Another article in the America Journal section about Amtrak Travel in the US is called "Champagne and Caviar" and talks about the Empire Builder Train -- travelling in the footsteps of Lewis & Clark and discovering the impressive Northwest and Rocky Mountain Regions. Within in the article describing the train ride from Chicago to Portland or Seattle, East Glacier is mentioned as a station and the nearby Glacier National Park suggested as stop and sight.

Author: Margit Brinke & Peter Kraenzle Publication Date: May/June 2010

Length: 2/3 page Circulation: 40,000 Ad value: USD 4,906.90

ITB10: ITB Meeting with Margit and Peter. Are currently working on the new release of the Iwanowskis Guide "USA Northwest" - will be the 8th edition now and for the first time will be published with colored photos! Need a lot of photos - gave MT photo drive and the RMI photo CD. Are also working out a deal in order to completely rewrite the "USA West" Guide book by Iwanowskis publishing house, which then will include MT, ID and parts of WY. This book is now in the 15th edition and will then come out completely revamped in the 16th edition. A third book, which is planned to be published as a first addition by Iwanowskis publishing house is called "Heart Land / Centrum USA), which will be written by Margit and Peter. It will include the Eastern part of SD and ND. Therefore need detailed information about places like Mitchell, Sioux Falls, Yankton and Pierre. SD please follow up. Provided Margit and Peter "What's new Sheets" of all States. RMI Germany to stay in contact and follow up. SD to forward detailed information about Eastern part of the State.

GER11/09: America Journal: This last article is written Margit Brinke and Peter Kraenzle and is called "Durch die Heimat der Sioux" (Travelling through the native country of the Sioux). The article describes their travels on the "Native American Scenic Byway" from Chamberlain in South up to

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amerikareisen.at

Mrs. Karin Ochenbauer, Horst Wurm

Buchberggasse 34
 AT-3400 Klosterneuburg
 Austria

Postal Code

Phone 011-43-2243-25994

Fax 011-43-2243 / 26198

E-mail karin.ochenbauer@amerikareisen.at
office@amerikareisen.at

Website www.amerikareisen.at

ITB11: Met with Horst, Thomas and Karin. Thomas might go to the Mega Fam and Buffalo Roundup. Area is selling well -- The Buffalo RU tour especially. Discussed a few marketing options. 400€ to be featured on the home page of their website. SD recently did this promotion with Rapid City. Postcard mailing is 1,600€ for printing and distribution of 3,600. 3,500€ for a flier. Will send a proposal to Carola by the end of March to be included in FY12 marketing discussion. They attend all of the major Austrian trade and consumer shows, so this would be a good distribution channel for that market.

GER12/10: Sent layout for the extra landing page on South Dakota. Included all the most important sights in the Black Hills and a long part on Rapid City. We sent her more photos of Rapid City and also requested with Michelle. With this extensive South Dakota information they are on the NO1 Google search spot in Austria. Also Karin included some of our News about the RMI region, which we had sent out in our Quarterly RMI Newsletter on her website in the "Current Section".

GER10/10: Karin Ochenbauer is currently working on increasing overnights in SD: Will include a Buffalo Roundup Special (travel time 2011) This includes: 5 overnights in Rapid City Alex Johnson, 1 overnight in Deadwood. Work with America4You as receptive for this new product. People who book that might even stay longer and overnight additionally in other SD places. The Buffalo Roundup product will be included on the homepage as soon as possible. Offered our support for photos and information. Will stay in contact with Karin and follow up regarding the finished product. In addition to the increased RMI product and to highlight the new Buffalo Roundup product, Karin Ochenbauer would like to include a one month South Dakota online promotion: South Dakota with emphasis on Rapid City could be the special destination on the main entry page of Amerikareisen.at in February / March 2011 for 4 weeks. Final cost: 600,00 USD Forwarded this information to South Dakota and received positive feedback.

MegaFam10: Thomas Felver attended

GER07/10: Currently feature 170 different rental car tours on their homepage and in the various brochures (including

ARGUS REISEN GmbH

Mr. Dirk Büttner, Manja Hattwig, Sonja Paul, Christin e, David,

Alte Dorfstrasse 44A
 D-37120 Bovenden

Germany

Postal Code

Phone 011-49-5594 930 930

Fax 011-49-5594 8049491

E-mail info@argusreisen.de
dirk@argusreisen.de
 Website www.argusreisen.de

ITB11: Met with Dirk, Claudia and Katharina. The states discussed ranch product and ideas for before and after a ranch stay. Maureen, please send info. on Sunset Ranch with contact info.

GER10/10: Followed up regarding the Real America Guide distribution during the Americana Show beginning of September 2010 in Augsburg. Show was a real success with many regular visitors attending, but also with many newcomers. The distributed approx. 660 of the 700 Real America Guides, which we had sent. Feel that this show is very useful for them as they are almost the only Tour Operator attending.

Could receive excellent feedback and generate many bookings already due to their attendance – also into the RMI region.

GER08/10: Received offer to distribute the Real America guide in the Argus booth on the "Americana" consumer show, which will take place in Augsburg September 8 through 12, 2010. The show is all about Cowboy culture, horses, Western Feeling (including bands etc.) and is attracting approx. 45.000 visitors.

Argus could distribute up to 700 Real America Guides for us. As many of the Argus staff have attended RMI Fams, they all know the region quite well and can answer questions as well. Sent proposal to RMI Cheyenne and received positive feedback. Sent Real America Guides to Argus for distribution and will follow up after the show.

GER07/10: Discussed possible participation in the RMI Mega FAM 2010. Dirk would like to send his new employee at short notice yet. Included him on waitlist. So far sales are going well with Argus. Still receive good bookings for August and September 2010. Can't say it will become a record season, but it will not be bad. Winter season 2010/11 is developing exceptional though. Receive excellent bookings. Are now also working direct with Grand Targhee and John Morgan there. This is a result from their participation in the MTS in Banff and the RMI Roundup in Great Falls. Will stay in contact and follow up.

GER04/10: Followed up with Dirk regarding Round Up and his travels. So far the tour was very successful and also Roundup proved very valuable to him. Discussed Redfleet Ranch again

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QUIT

AUSanders**Mr. Uli Edelmann, Martin Sanders**

Wachtelweg 25
D-83024 Rosenheim
Germany

Postal Code

Phone 011-49-08031-9019833

Fax 011-49-08031-9019834

E-mail martin@ausanders.de
u.edelmann@travel-and-marketing.de

Website www.travel-and-marketing.de

ITB11: Met with Martin Sanders. Said there have been bookings like crazy with lots for Australia. Had a great time at the Roundup and considered the second Roundup better than the first. Wants to print a 12-page brochure w/ the RMI states and Gateway Cities. This would include hotels, attractions, tours, state overview, and a map. Needs 3-4 partners per state/Gateway City to cover handling fees and it that would make it only around \$100 per partner. 2,500 printed that go to all of his clients. Books through FTI or direct. States agreed that the fee was reasonable. Mentioned that all partners could participate. Would like to print in October 2011. Is planning a personal trip to our region in an RV. Highlights included are Rapid City, Deadwood, Hot Springs, North Dakota, Cheyenne, Sunset Ranch, Chicago, MSP, and Denver. Biggest partner is Cruise America. Carola, please follow up and include this proposal in your revised FY12 proposals.

RU11: Martin Sanders

GER09/10: Attended Roundup 2010 in Great Falls. Followed up regarding product inclusion of RMI region. Will feature more product in the four RMI States and also is consider featuring iconic photos of the RMI region on the cover of the brochure. Sent photo material and will follow up.

GER06/10: Followed up in detail with Martin after his participation in the RMI Roundup in Great Falls and the additional days in Montana and the RMI Gateway City Denver. Received many follow up mails from the suppliers, however many of them standardised. Would like to thank the CVBs especially for all the information on Hot air ballooning in the RMI region. Could not fill in the official survey as he was on a Fam trip to Australia where he did not have regular access to his emails. Will catch up now. Will stay in contact with Martin and monitor possible product development.

Ger03/10: They contacted us regarding the consumer show "Reise und Camping Essen" where they participate. They will have their own booth where they will focus on Australia and the US. They would like to display decoration from the RMI States and distribute our brochures. Date of consumer show: February 24 - 28, 2010 We provided them with information material (Real America Guide) Also discussed possible meeting during ITB and will follow up.

beLocal GmbH**Detlef Danitz, Chief Editor**

Rodezstraße 7
D-96052 Bamberg
Germany

Postal Code

Phone 011-49-951 9358051

Fax 011-49-951-9358060

E-mail d.danitz@beLocal.deWebsite www.beLocal.de

ITB11: Met with Detlef. beLocal is a German online travel platform. Features the 4 states, but without many photos or content. Have approximately 350,000 unique users per month and 1 million page impressions. Do not feature hotels - only destination info. Gave German and English pages. RMI-Germany please send "general info text" for each state and highlights in German language. RMI-Germany please send events with photos and short description. For the future, they plan to adjust program to fit use for iPhone app and iPad.

ITB10: German Online Travel portal. ITB Meeting with Mr. Detlef Danitz. BeLocal is a leading online portal enabling cities and regions to promote their destinations and event to wide audience via multiple media channels. - over 6,000 tourism partners promote thier destination on beLocal.de. - over 200,000 articles have been published so far. - over 70 countries are online. 400,000 unique visitors – 1 million page impressions per month. Users have the opportunity to automatically create their own travel guide by being able to change the information on the websites into a PDF version. If a city is featured with 10 articles it becomes a premium cities: then It would also be possible to place a raffle on the website, free of charge. Mr. Danitz also introduced thier new iphone version - i.belocal.de. Mr. Danitz will send letter in English explaining the system - we included this in our proposal. Also gave Mr. Danitz our 4 State DVD to include. Forward information to the States – include in Marketing Proposal.

ITB08: Met with Detlef. Offers internet based phone base travel informational resouce. Kind of like Google so the traveler can search for cities, attractions, etc. while traveling. Starts with press kits, which they will use to create the state structure. Is cost free because of advertisers. Google advertises. Advertisers are within the travel industry no inappropriate advestisers.

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QUIT

Canusa Touristik GmbH**Tilo Krause-Düenow, Owner; Annette Kuphal; Ms. Annika Leis;**Nebendahlstraße 16
D-22041 Hamburg
Germany

Postal Code

Phone 011-49-4022725311
011-49-40-22725316
Fax 011-49-40-22725353-53E-mail ham@canusa.de
annqret.rossol@canusa.deWebsite www.canusa.de

ITB11: Met with Nicole Haarmann. Reviewed What's New sheets. Gave her What's New, images and videos. Discussed adding Big Sky and Sun Valley to ski product. Gary please email a winter tariff. Is interested in ranches as a side. Interested in motorcycle possibilities. Wasn't sure how Canusa Card program is doing. You can check online to see who is participating by entering the code: QKGPA.

GER12/10: Personal meeting at Canusa's office on December 3, 2010. 2010 was a great year. Also for 2011 have already now a lot of pre-bookings. Work with Allied T Pro, Travalco and ATI. Also will start working with Tourmappers. Will have new booking system that will allow them to track numbers for individual tours. Have new marketing opportunity: video clip where clients can have their name included in the images. Cost: EUR 30,000 net. Started with Aspen. Told her that this will be too expensive for RMI. Will represent new marketing opportunities at ITB. However, have new tour called "A Taste of the Rocky Mountain States" from/ to Denver through the RMI region including unique and special accommodation. This new product is also partly a result of RMI Roundup participation of Anna Maria Kyrikiadu in 2009. She recently visited the Rockies again did an in-house-training and taught Sales/ reservations staff at Canusa Hamburg a lot about the region. Asked again regarding RMI Roundup participation but due to the tight staff situation they will not be able to send someone this year. Will stay in contact with Annqret and follow up.

GER07/10: Asked for brochures and maps of the RMI region to give out to their clients. Idaho, The Real America, Montana. We provided them with the requested material.

PW10: Met with Annqret. Covered the Canusa bonus card. RMI mentioned that the states are aware. Annqret discussed marketing options and RMI indicated that we have a small budget. Gave R/U and Mega Fam dates and covered the basic MF routing and tentative highlights. Is interested in sending a staff member on the MF. Carola please follow up.

ITB10: ITB meeting with Annqret Wirsing. Annqret gave general info about bookings to the US:
- steady business - fly-drives are very popular --> hard to follow bookings due to the flexibility
- ski vacations did not go well in 2009. She gave update on

CRD International - North America travelhouse**Michael Merkentrup, Ms. Meike Boldt, Mr. Ralf Hieke, Mrs.**Stadthausbruecke 1-3
D-20355 Hamburg
Germany

Postal Code

Phone 011-49-40-3006160
011-49-40-30061676
Fax 011-49-40-30061655E-mail mmerkentrup@crd.de,
mboldt@crd.deWebsite www.crd.de

ITB11: Met with Friedrich Roth. Are happy with the 2011 season so far. Could match 2010 in booking. Their tailor-made fly/drive programs are very popular. Has done host to host with Travalco since last year. Fly/drive is up, but FIT is a bit down. Clients have become more budget conscious and are comparing rates. Is a bit afraid of new freight tax with was imposed in Germany.

GER12/10: Personal meeting with Friedrich Roth on December 3, 2010. 2010 was a very good year for both the US and Canada, while US was higher in demand. Thinks that 2011 will be a good year too but hard to reach 2010 numbers due to EUR exchange rates and less hotel specials. Does not see any problems due to new ESTA fee or new airline tax. Catalogue will be published before Christmas. Have reduced number of pages even further. Thinner catalogues are more popular at consumer shows. Will do more promotions with coffee house chain Tchibo. Have three travel brochures this year with 8 tours. Will also concentrate on online marketing. Would like to put all itineraries online before Christmas as well. Catalogue will only show starting prices and current prices are stated online. This way would like to be in line with daily exchange rates. Have host-to-host system with Travalco, therefore can also create tailor-made itineraries easily. In the future will concentrate more again on rental car tours and camper. Asked what kind of promotions would be possible. Will have meeting in January concerning their new online and social media strategy and will let us know then. Are not doing a lot of ski product anymore and only in Canada. US ski product only if especially requested by their clients. But if they sell ski product in the US it's usually Aspen and Colorado. Sell ski safaris only to ski freaks. Usually ski destination has to be one-hour drive only from nonstop-airport. However, even Olympic games in BC did not generate that many more bookings. Gave an update on the RMI States and informed about news in our region. After our discussion about the RMI States put fly/drive "Rocky Mountain adventure" from/to Denver online again.

MegaFam10: Justine Piper

GM2009: Met with Justine and Friedrich for office meeting. Justine is new to CRD. They are not done with their 2010 catalogue yet. Catalog not as important as their online

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Discover the World**Darren Davies**

Arctic House
8 Bolters Lane
Banstead
United Kingdom

Postal Code SM7 2AR

Phone 011-44(0)1737 218800

Fax 011-44(0)1737 362341

E-mail darren@discover-the-world.co.ukWebsite www.discover-the-world.co.uk

ITB11: Rita and Gary met with Darren. Discover the World is the UK market leader for school study geography tours. Iceland is #1 requested destination. Recent survey of science teachers showed that Yellowstone is #2. Wants to arrange a student group tour to YNP. Avg. group size is 30 people. Groups can be 10-60 people. Looking for 2-3 star properties. Met with Gary and Rita to develop a 7-day itinerary: SLC to YNP featuring geography of the area. Suggested itinerary includes Flaming Gorge, Pilot Butte Horse Tours, South Pass City, Sinks Canyon, Wind River Canyon, Cody (BBHC, Hidden Treasure Boat Tours, Old Trail Town), YNP, GTNP, Teton Science School, Jackson Hole, Afton/Intermittent Springs & Fossil Buttes. Gary please follow up with suggested itinerary. Probably opportunities to include ID, MT and SD on future trips as student interest increases.

PowWow03: Met with Taira Sarwar. mostly Iceland, Bahamas & New Zealand; want to diversify; possibly USA; wants different; scenic drives; main clients - 40, well-off, but don't demand 4-star; discussed itineraries; Roundup - Clair follow-up.

Escape Travel Sweden AB**Johan Rejhagen**

Valhallavägen 52
SE-114 22 Stockholm
Sweden

Postal Code

Phone 011-46(0)8 450 38 90

Fax 011-46(0)8 450 38 91

E-mail johan.rejhagen@escapetravel.seWebsite www.escapetravel.se

ITB11: Met with Johan. Group tour operator. Working with Gary. Did an escorted tour a few years ago out of MSP with Ticket Privatresor. Would like to do something similar with this company. Will sell to a newspaper or magazine. Looking for National Parks, Native American culture, nature, Western culture. Fly into MSP or Chicago, fly out of SLC. Do a MSP to Denver or opposite. Gary suggested Denver, Grand Tetons, YNP, MT, Medora, Black Hills, MSP. Gary has a flydrive that is two weeks, but thinks for a group that might be rushing it. Lower Brule Tribe plus cultural program. Gary will put together a night by night program for him. 14 nights in mid May, June or September. Maureen please provide Clair Green info to Gary. The program would start in Denver, then Cheyenne, Wind River, Jackson, W. Yellowstone, Bozeman, Billings, Little Big Horn Battlefield, Devils Tower, Black Hills, Keystone & Deadwood (2 nights), Lower Brule, Chamberlain, De Smet, MSP, Mall of America. Gary please follow up.

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Fairflight Touristik GmbH**Kristian Lehmann, General Manager**

Neustrasse 11-12
D-06886 Wittenberg
Germany

Postal Code

Phone 011-49-3491-669270

Fax 011-49-3491-669271

E-mail info@fairflight.de
Service@fairflight.de

Website www.fairflight.de

ITB11: Met with Beatrice Erbert. Offers FIT and Fly/Drive. Created a flyer in 2009 with a RMI special that was distributed at consumer shows. In 2010 included RMI info in their brochures as a teaser. Bookable product is online. Only offer the US. Interested in the 2011 Mega Fam. Needs region content for their website. Needs receptive information. Gary and Lena were present for this meeting and will follow up with region itineraries and product options. We mentioned the Roundup.

GER12/10: We followed up regarding Messe Leipzig in November 2010 where Fairflight participated on behalf of WTS and the RMI States. They handed out their new catalogue where RMI is included as well as our destination brochures. Kristian stated that the show was a success; they received many inquiries during the show and also generated some bookings, e.g. fly/drives. One of their most favored brochures during the show was the RMI Guide with the prominent cover! They will send out their new catalogue with our products to their clients throughout Germany.

GER10/10: Will create new US catalogue for consumer show in Leipzig in November. Last year they had „only“ produced flyers, however due to the great interest and feedback they are now working on including all offers for the US in a handy brochure for people to take. Asked for images, texts and logo, which we provided them with. Will follow up and monitor the outcome.

PW10: Met with Kristian. Did a flyer insert at consumer show in Leipzig with RMI. Will plan to do again. Interesting in visiting the region. RMI-US mentioned the Mega Fam and gave tentative highlights and general routing. Can not do 2010 Fam, but interested in 2011 (ID/MT) Mega Fam. Kristian will contact Carola for materials, images, etc. as needed. Carola please stay in touch.

GER10/09: Is working on the layout for the flyers for consumer show in Leipzig. Will print flyers with a general offer for a tour through the 4 RMI States. Rocky Mountain International (Fly & Drive Denver with Lufthansa to Denver) Tour can be individually designed by the clients – main sights should be included. We sent images to include in the Flyer and offered our further support.

GER09/09: Agreed to do cooperation together with Fairflight

Flex Travel, TUI Suisse Ltd.**Matthias Huwiler, Andy Gantenbein, Christiane Schmuki, Paul**

Friesenbergstr. 75
CH-8036 Zurich
Switzerland

Postal Code

Phone 011-41(0)44 455 4444
011-41 444554521 (Karin)

Fax 011-41(0)44 455 4470

E-mail katja.bauer@flextravel.ch
paul.heimo@flextravel.ch

Website www.flextravel.ch

ITB11: Met with Karin. Covered what's new in each state. Is interested in ranch properties and is going to produce a separate ranch brochure that we could participate in a marketing coop. 8-12 pages costing \$5,600-\$7,500 that could be split among partners. Karin will contact Carola if she needs images or videos. Carola, please put together a proposal before April for FY12 program. The ranches included must book through America 4 You.

GER12/10: Followed up after Karin Bachmanns tour through the RMI region, which the RMI states had supported with itinerary planning and accommodations and the new Flex product for 2011. Karin sent a very extensive review of the tour, which also will be provided to the Flex Sales and reservation staff as a training. All in all they had a wonderful tour and great experiences and this also resulted in the fact that Flex will feature several new hotels in the RMI region in their 2011 brochure:

- * Best Western Rocky Mountain Lodge, Whitefish
- * Gray Wolf Inn & Suites, West Yellowstone
- * Holiday Inn Buffalo Bill Village, Cody
- * Radisson, Rapid City

Other than that the following hotels will be available to be booked, but only featured in their backup system: * Comfort Inn, Butte Montana (see not enough requests for Butte to be able to feature in the brochure) * The Lodge at Deadwood (very nice, but also quite high-priced, too high for their clients) * The Pollard Hotel, Red Lodge Montana (too specific location, but nice hotel)

Karin also stayed at the Eaton's Ranch, Wyoming - however, they are not willing to work with their receptives therefore only upon suggestion.

GER07/10: Before starting her new position with Flex Travel, Karin Bachmann had taken a private tour through the RMI States. The tour was according to her the best she ever did in the US and she would like to thank everyone involved in the planning and all the support she received. Will send photos and travel review. We will stay in contact with Karin and monitor possible RMI product expansion in the Flex product.

GER04/10: TUI Suisse's new strategic business unit package tourism with Roberto Luna as Managing Director gained a new structure through bringing together the brands TUI; 1-2-

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QUIT

FTI Frosch Touristik GmbH

Mrs. Beate Nowag, Katharina Wiesheu, Ulrike Grube, Mr. Michael

Landsberger Straße 84-90

D-80339 München

Germany

Postal Code

Phone 011-49-89-2525-8103
011-49-89 / 2525-0Fax 011-49-89/ 2525-6565
011-49-89-2525-8109E-mail Katharina.wiesheu@fti.de
ulrike.grube@fti.de

Website www.fti.de

ITB11: Met with Ulrike Grube. Has good numbers -- fly/drive and FIT. The fly/drive product is selling better. 65 people already booked for 2011 for the Colorado & The Rockies tour (WY/MT). This is ahead of last year, which was 48 pax. Is interested in coop marketing promotions to increase bookings. SD is up 22%, ID up 36%, MT down 4%, WY up 44%. We mentioned that we don't have much of a budget for tour operator support. She was upset that we come to ITB and never spend any money with FTI. She was very frustrated. She said that she would not come with a new proposal and that we would have to come to her. She mentioned some of the coop projects --- Julia is marketing. Meeting Point North America does all contracting for FTI but FTI can have some say in what products to feature. Perhaps we can ask for bookings numbers? She said that the proposal is 50,000€. Mathias, please look at proposal from powwow 2010 for prices and GW Cities used. Perhaps they can supplement cost? The fly/drive does not include ID, but there are 7 o/ns in our region. In order to include ID, she might offer two shorter trip of 10 days each that gives consumers the option or combining. Not guaranteed.

GER10/10: Met with Michael Band (Product Manager for Ski USA) and Johannes Reinders the new Senior Product Manager USA. Discussed new Ski brochure, which FTI now exclusively for the Seeheim VUSA Event printed in a small circulation (10,000). Beforehand it was only available online. Feature one double page Jackson, WY and also included good photos of Wyoming in the general sections. As part this can be seen as direct result of Michael's participation in the 2008 RMI Tour Operator Ski Fam.

So far Big Sky and Sun Valley are not included yet - FTI wants to see first how the extended Ski product and the brochure is received by the agencies and then might include additional product. Will stay in contact with FTI and monitor booking numbers. Offered our support and to send Jackson Trail Maps.

GER08/10: Johannes Reinders, formerly market manager at Kuoni Zurich, is the new assistant director North America at FTI in Munich.

Followed up regarding Ski product. Had provided information and photos of Jackson, Wyoming. Michael had participated in

Ganesha Sonderreisen

Mrs. Elke Schmidt-Karaschinski

Am Bierkeller 9 a

D-77815 Buehl/Altschweier

Germany

Postal Code

Phone 011-49-7223 / 944818

Fax 011-49-7223 / 944819

E-mail relax@ganesha-sonderreisen.de

Website www.ganesha-sonderreisen.de

ITB11: Met with Elke. Tour operator specialized in India and Orient, but looking for new and exciting destinations. Looking for Indian Summer, festivals, rodeos, powwows and golf. Gary mentioned mid-September to October is best for Indian Summer. Looking for a 14-day tour from Frankfurt to either Chicago or Denver. FIT only (2-3) people. Could go from Boise to the Buffalo Roundup and break it into two trips. Discussed all of the options in each state, including the above activities/interests. Mentioned the long distances in the region. Carola, please send maps, vacation guides, scenic drives. Carola mentioned centering this tour around YNP and concentrating on one or the other side. Gary can put together itineraries -- please follow up. Suggested using SLC and Denver for Gateway Cities. She would like to test the tour with site inspections, etc. before offering in the brochure. Possible fam tour? We mentioned Mega Fam. She needs to check schedule. Carola, please add to invite list and follow up.

GER01/11: Not many groups, mainly very exclusive FIT clients. Has a large number of VIP and regulars. Has not been offering much US product lately - felt that during the Bush presidency not many Germans wanted to travel to the US, but now would like to offer product again. Sells solely online, advertising product with e.g. flyers. Normally work with receptive operators and DMCs which are knowledgeable in the specific state/region. We had sent Mrs. Karashinski an invitation for ITB and she now came back asking for what the RMI States have to offer. Gave a complete update and explained about history, nature and festivals in our region. Is looking for off the beaten path routings and accommodation. Prefers to offer her clients smaller hotels and B&Bs.

GER06/10: Ganesha Sonderreisen is a small tour operator who only focus on FIT, no groups. They work on FIT programs individually and create tailor-made tours for their clients. Contacted them regarding their business to the US. They are mainly specialized in Asia and Africa and only offer US Westcoast and Hawaii. We introduced the RMI States as an ideal travel destination and offered our further assistance if needed.

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SORT

QUIT

Go West Tours**Eva Knight, Senior Product Manager**790 Eddy Street
San Francisco, CA
USA

Postal Code 94109

Phone 011-49(0)151 2527 1097

Fax 415 837 0153

E-mail eknight@gowesttours.comWebsite www.gowesttours.com**ITB11:** Met with Eva. Please send information package for each RMI state. Works as a receptive with STI Sunshine.**GOA Travel, Bike the Best****Mrs. Michaela Fischer, Julia Nebo, Peter M. Fischer, Sarah**Alemannenstr. 4
D-53844 Troisdorf
Germany

Postal Code

Phone 011-49-2241-846440

Fax 011-49-2241-846448

E-mail m.fischer@goa-travel.de
b.steffens@biketthebest.deWebsite www.goa-travel.de
www.hiker7110.de**ITB11:** Met with Michaela and Peter Fischer. Needs 1,000 French RAGs sent for a show in May. Please send ASAP. Mathias Follow up with UK warehouse. Send to Germany location. They have a new Eaglerider location in AZ. Will be authorized Harley tour operator, which is a new development. Carola, please send SD Black Hills maps.**GER10/10:** Met with Michaela during the Seeheim Training. Have many tours in the South. Bike the best is part of Goattravel. See good requests for the RMI region and are constantly widening their product. Sarah Romuender, Michaela's most important Sales manager participated in the RMI Mega Fam 2009 to South Dakota and Wyoming and could already use her knowledge about our region in many sales meetings. Feature group tours (motorcycle) but also FIT (Harley rental or shipping). Attend many smaller shows in the biker scene to promote their tours. Send approx. 3000 pax to the US every year (mainly AZ, UT and CA though). Michaela was very interested RMI Roundup, however will not be able to attend herself or send someone as this is booking high season for them and she will have to attend shows.**GER09/10:** Requested map material of Wyoming and Montana. Sent Real America Guides as well as maps.**GER07/10:** Requested information brochures about Montana and South Dakota. Sent material.**GER06/10:** Are in need of brochures and maps for Wyoming and Yellowstone National park. Departures to the RMI region sell very well this year. Sent requested material (30 times maps, RAGs and WY Travelers Guide).**GER04/10:** Enquired information on participation of Michaela Fischer in the Idaho Bike Tour 2010. Michaela had participated in the 2009 Selkirk Loop Bike Tour and Idaho invited her again for 2010. This years tour will go through the Idaho Teton Mountains (Teton Circle Loop). We could get an external email and asked her for immediate response about her possible participation. Unfortunately Michaela came back with a negative answer. Bike the best will open their new office in Arizona during that time and her presence is absolutely needed.**MegaFam09:** Sarah Romuender attended**ITB09:** Met with Peter. This year they bought rooms in Custer State Park. Next year need more rooms 200-300 more. A

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SORT

QUIT

Hotelplan

Alain Weber, Daniel Staehli, Herbert Mueller, Fabio Negro, Andrea

Sägereistrasse 20
CH-8152 Glattbrugg
Switzerland

Postal Code

Phone 011-41-43-2118559

Fax 011-41-43-222 96 40

E-mail bruno.jaeger@hotelplan.ch
info@hotelplan.chWebsite www.hotelplan.ch

ITB11: Met with Esther. Has extended RMI product a little bit. Mega Fam participation always helps with sales staff. Added new properties in the Glacier area and will keep in brochure for at least two years. Their trip goes through ID, but they don't have any product included in their brochure. We mentioned sending someone to the 2011 Mega Fam to learn about ID. Is thinking about a potential fly/drive including ID. Is open to activity additions if they're bookable.

GER11/10: Talked to Fabio Negro from Hotelplan. He will no longer be in the company, Esther Kalt will replace him in the product management. He provided us with pages for the brochure in 2011/12 including new RMI product - mainly Montana and asked for financial support. We explained that it is not possible this year anymore - Hotelplan will probably keep the pages anyway. Hotelplan features a new Amtrak tour from Chicago to Portland/Seattle with the Empire Builder and recommends skiing in Whitefish as well as Glacier National Park. On an extra hotel page the following hotels are featured: Glacier Park Lodge; Lake Mc Donald Logde; The Lodge at Whitefish Lake; Rocky Mountain Lodge at Whitefish. Proofread pages and gave suggestion for future product inclusion.

Megafam10: Andrea Haas

GER11/09: USA are selling very well. Bookings for NYC have doubled this year, Miami +50%. Other US destinations are also selling well. Have about 100 own travel agencies in Switzerland who are pushing Hotelplan product. Had problems with very low US prices of Flex Travel. Hopes this will not go on in 2010.

Next year will celebrate their 75 year anniversary.

GER09/09: Met with Fabio Negro and Daniel Staehli for a personal meeting in their office in Glattbrugg on September 28. New Head of Product Management North America is Mr. Alain Weber who was responsible for Canada only before. He is the successor of Daniel Oetterli who left in spring. US department is doing well, US booking numbers are on same level as last year which is great, since 2008 was a strong year. Turnover has slightly decreased though. Had more last minute bookings than usual, but Swiss have been travelling despite economic crisis. Hotelplan will have a new layout for their catalogue and will have 16 more pages. Catalogue will

In USA auf Reisen

Susanne Schaaf

Kirchgasse 36
D-63065 Offenbach
Germany

Postal Code

Phone 011-49 162 27 59 267

Fax

E-mail info@in-usa-auf-reisen.deWebsite www.in-usa-auf-reisen.de

ITB11: Met with Susanne. Online media portal. Are currently building up combined information and booking portal on the USA as a destination. Will launch in March of 2011. Need RMI support for text and photos. Not clear yet on what direction and how successful it will be. RMI-Germany please follow up.

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QUIT

Intrepid Suntrek Germany**Barbara Glanz, Bettina Schmid**

Marktplatz 17

D-83607 Holzkirchen

Germany

Postal Code

Phone 011-49-8024-474490

Fax 011-49-8024-47449-20

E-mail barbara.glanz@intrepidsuntrek.de
suntrek@suntrek.deWebsite www.suntrek.de

ITB11: Met with Barbara. Carola please send info. packets for all states for an important client who will be visiting our region (summer only materials). During the appointment, we covered 'what's new' in each state. Looking for unique/historic properties. Intrepid does not want chain hotels, only privately owned, historic properties if possible for groups of 12 pax. India is their largest market after the USA. Native American product could be interesting. Will not attend 2011 Powwow. Intrepid office in Australia makes all product decisions.

ITB09: Met with Barbara and Bettina. Suntrek has been sold to Intrepid Travel, who is well-known in Australia and UK and has been in business for 20 years. Suntrek brand will stay in German speaking markets. Intrepid is just now starting to offer N. America, but Suntrek product has not changed. New president may be open to new things and regions. Possibly a tour beginning in Denver or SLC through our region. Intrepid wants to offer "real" experiences for their clients, including Native American culture, family owned ranches, etc. The states went through their "what's new" sheets and pointed out their products that fit with Intrepid/Suntrek.

WTM08: Met briefly with Chuck. Said Suntrek has been acquired by a larger company but Suntrek will retain its name and product. She anticipates being able to expand her product lines in the RMI region beyond what they offer now. She will be in contact with RMI-Germany.

GER06/08: Had discussed extension of tours in the RMI region. So far offer three different bus tours through Idaho, Wyoming, South Dakota and Montana. Unfortunately no extension or an all 4 RMI State Tour could be realized for 2009. Need information very early, since the final decision about brochure inclusion is made in the US. Hope to see the favorable USD-EUR exchange rate continue and look forward to a successful season. Informed about zip lines in Idaho as a new adventure. Will follow up in November 2008 to push for extension in 2010. Will receive booking numbers.

GER05/08: Followed up regarding possible RMI inclusion in New Tours for 2008/09 program. Final new tours will be determined after Pow Wow. Offered our help regarding final planning, photos for the brochure etc.

ITB08: Met with Barbara and Bettina. Gave them What's New Sheets and recapped. Their sales are up significantly this

Laggraff Reisen OHG**Mr. Lutz Ammann**

Eisvogelweg 5

D-14169 Berlin

Germany

Postal Code

Phone 011-49-30-8141265

Fax 011-49-30-8141265

E-mail lutz.ammann@lagraff.deWebsite www.lagraff.de

ITB11: Met with Lutz. Tour operator offering special interest groups. They do not offer product in our region. Is still printing a brochure. Has been in the US market since 1984. We don't have much info. on their company. Business info/trade trips and special interest groups of around 10 people. Is planning to do more marketing. Would like info on the states for itinerary options and to be kept informed on what's new. Sometimes they organize trips with receptives, sometimes direct. Maureen covered a few topics of interest (Wild West, Native culture, Old West history, gold/silver mining, paleontology, activities, wildlife, National Parks, rodeo, powwows, etc.). Is interested in topics that choir groups might be interested in. States, universities, churches, etc. Would combine their vacation trip with singing. Would do a performance for free if venue is appropriate. Usually 1 busload of 100 singers promoting German/American relations. Carola, please follow up and make sure Lutz is on the NL mailing list. He is very interested in beginning a relationship.

GER04/06: We met with Mr. Ammann of Laggraff Reisen, a tour operator who offers bus tours, incentive trips for groups as well as FIT travel. We learned that their clients are veteran groups, a lot of them travelling to reunions in the US every 3 years for 1 week. Some of their clients are also special interest groups such as bands, choirs, clubs who travel with a group size of 20-120 people. Laggraff Reisen itself does the promotion in local newspapers. The contact they use to set up reunions or choir tours are the local cultural affairs offices or schools/universities. Since they are generally travelling on a limited budget they are always looking for good value accommodations.

For this year, no trips to the RMI Region are planned. We offered our assistance with contacts and information material and will stay in contact.

ITB03: Works with "Friends of the Indians" groups to tour U.S. reservations. He has been to MT and Nebraska. Wants to go to MT, WY, SD and ID next year. He needs additional Indian related information. He took MT, SD and ID Indian guides. He would like detailed Indian itineraries and information for the region. German office please follow up. He may need Indian information in bulk for clubs. Possible Roundup prospect.

ITB00: We have given him info on Indians in the past. Would

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QUIT

Meier's Weltreisen**Mrs. Claudia Marx, Product Manager**

Emil-von-Behring-Str. 6
D-60439 Frankfurt
Germany

Postal Code

Phone 011-49-69 9588-1003
011-49-69-9588-3734

Fax 011-49-69-9588 3746

E-mail claudia.marx@meiers-weltreisen.de
Nicole.Dieckmann@meiers-weltreisen.de

Website www.meiers-weltreisen.de

ITB11: Met with Angela Gaza, Product Manager North America. RMI numbers are stable, perhaps down a little. Wyoming is up and SD/MT are down. No ID product. Looking for recommendations for hotels. Has 2 new fly/drives to the region. Carola, please follow up for any materials needed.

GER08/10: Followed up regarding the Rocky Mountains Intensive Fly Drive. Since RMI will not pay any brochure support, this Fly Drive will not be featured in the summer 2011 brochure anymore. According to Tino it is not cost-efficient without the brochure support and therefore Meier's is not able to feature it anymore. We offered our support for any other route-planning or providing ideas - without financial support! Suggested a Fly Drive including larger cities such as e.g. Denver or Minneapolis St. Paul.

Tino will see what they can do – Meier's is looking for an alternative as well, so RMI product will not fall out completely.

GER06/10: Mike Lehmann, Director Division of the German Tour Operator Meier's Weltreisen will travel with his family through the RMI region this summer. We gave suggestions for the itinerary and forwarded extensive information material. Mike has booked his accommodation already. Tour to go through SD and WY including Yellowstone NP. Tour will also include a night at the Ranch at Ucross. Suggested including Ft. Laramie, Tatanka- Story of the Bison, King's in Sheridan, Bighorn Canyon and a boat tour there, Cody Nite Rodeo and dinner at Irma, Snowking Summer activities and Dinner at the Gun Barrel Restaurant in Jackson. Will follow up.

Corresponded with Tino regarding the Rocky Mountains Intensiv Fly Drive for the summer brochure 2011.

We had not paid any brochure support for 2010, as in the years before, but Meier's had left the tour in.

For 2011 we had asked for a new concept including more marketing efforts on the Meiers side in order to not pay for the pages but support the selling of the tour. Unfortunately have not received any feedback until now. Tino, who is taking over from Claudia Marx (who is pregnant) offered us to keep the tour in 2011, paying 5000 Euros for the double page - in the price included would be a Night-fax promotion of the tour to approx. 10.000 German travel agencies. According to Tino the booking numbers for the Rocky Mountains Intensiv tour are

Movement Media**Martin Häußermann**

Fritz-Von-Graevenitz-Straße 41
D-70839 Gerlingen
Germany

Postal Code

Phone 011-49(0)7156-43 38 29

Fax 011-49(0)7156-43 38 48

E-mail martin.haeussermann@t-online.de

Website www.movement-media.de

ITB11: Met with Martin, a freelance journalist working for several monthly and weekly motorcycle and RV magazines -- Reisen Exklusiv, Motorrad. Movement, wheels should be included in the region. If writing stories, will use them over and over. Does the writing and photography, but travels with a companion for a "model." Always includes information at the end of the article. States gave information on Buffalo Roundup (pick-up trucks), bike trails, ATV options, Yellow and Red Jammer buses in GNP and YNP, back-country air, smoke jumpers in ID and MT -- online info from states. Would like to do that story. Carola, please send info package and follow up.

Neckerman/Thomas Cook Gent**Patricia Bekaert, Project Mgr USA/Canada & Bahamas, Karl**

Tramstraat 65
B-9052 Gent
Belgium

Postal Code

Phone 011-32-9-248-4714
011-32-9-248-6830

Fax 011-32-9-241-1534

E-mail manu.donck@thomascook.be
Patricia.bekaert@thomascook.be

Website www.thomascook.be

ITB11: Met with Patricia Bekaert. Please send sample material for each state. Might need follow up with higher quantity after reviewing material. Needs this ASAP. RMI-Benelux, please follow up.

BEN06/10: I have re-contacted Karl Leroy of Thomas Cook Motorbike tours. He meets with Hans Tattershall in August to plan the 2011 program where we suggested to insert a RMI tour

BENMISS10: Met with Patricia and Karl. They work with Barbara in Paris but less and less. Only do Route 66 in US. Discussed motorcycle routes for approx 6 day journey in our region. RMI-BEN please send WY and ID scenic byway guides. Discussed working with RMHT. Discussed Motoreno Turismo Edwin Kennis article in June edition. RMI-BEN please send electronic version of MT What's New sheet. Did regional overview of all four states.

BEN10/09: TC Belgium is planning to come out with a US brochure for 2010. Up to this date, the bad economic condition hasn't modified their plan but this remains a very confidential information. This new product, distributed through the TC travel shops would be a major competitor for Jetair. This means also that Belgium will probably get more independence about contracting and that the team in Brussels will choose and handle their own products (up to now, for the Neckermann brochure, they were dealing through Paris).

MegaFam09: Pieter Vlanderpoorten attended

MegaFam09: Ingrid Walus attended

BEN04/09: Very interesting first meeting. Patricia and her team know very little about the RMI region and in the 2009 edition of the Neckermann brochure there are few tour featuring RMI region. She would like to put emphasis on the region and requested appointment with RMI during Pow Wow (not confirmed yet).

Patricia would like to create a motor tour in the region (they have a motor division).

We have planned a training session for the end of June for the reservation staff.

One staff member will participate in the Megafam. Dates of the Megafam have been sent.

BEN01/09: In Belgium we have spoken to Thomas Cook/Neckermann, as they are really trying to make their USA

North American Hosts**Tim Foster**

P.O. Box 4668
Aspen, CO
USA

Postal Code 81612

Phone 970 544 6100

Fax 720 221 0712

E-mail tim@northamericanhosts.us

Website www.northamericanhosts.us

ITB11: Met with Tim. Receptive tour operator interested in Big Sky Ski and Summer Resort in winter. Has been in contact with the resort to do a fam. Wants to come in "Spring." Needs info on transportation. Will fly into Bozeman and needs to know who to work with to get between Jackson and Big Sky and the best route. Also needs contacts for West Yellowstone. Marlee please follow up.

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Opodo.de**Janine Bilz, Operations Executive, Bettina Lemeßier, Advertising**

Mönckebergstraße 27

D-20095 Hamburg

Germany

Postal Code

Phone 011-49(0)40 822195 012 (Janine)
011-49(0)40 822195 162 (Bettina)

Fax 011-49(0)40 822195 - 100

E-mail bettina.lemessier@opodo.com
janine.bilz@opodo.com

Website www.opodo.de

ITB11: Met with Janine and Bettina. European online booking portal selling travel. Is offering online marketing. 80% of business is selling flights, but also packages. The US is very important. In 2008, 80,000 tickets were issued to the US. They offered to follow up with more data on our region (room nights, flights, cars, etc.) We mentioned that flights will come into RMI Gateway Cities and that tour operators are very important to our region because it's such a complex region that needs operator expertise. Offered advertising on their NL. We mentioned that we have a small ad budget.

Para Tours**Mr. Hans-Peter Riesen, Owner**

Seftigenstr. 201

CH-3084 Wabern-Bern

Switzerland

Postal Code

Phone 011-41-31 960 1160

Fax 011-41-31-960-1161

E-mail info@para-tours.ch
hans-peter.riesen@para-tours.ch

Website www.para-tours.ch

ITB11: Met with Hans-Peter and Walter. Tour operator offering FIT, fly/drive, groups and custom itineraries. They produced a new brochure. They are a specialist for Canada and Alaska, but does offer other US product, including the RMI region. Does guided, small tours. Mostly Pacific NW (with our region). Has a USA brochure in conjunction with TUI. All product is TUI except for front and back cover and 1st page.

GER11/10: Discussed their product for 2011. Will produce again a group brochure and for the first time include guided group tours to the Rocky Mountain International States. Work with partners in Oregon and Colorado. Due to the fact that Para Tours is known for their Canadian product they will include the USA in this main brochure and not produce an extra USA brochure. Brochure to be released end of November 2010. Annual - valid January through December 2011 They have decided not to offer own product FIT product but continue their relationship with TUI/FLEX. Will offer the TUI Flex Swiss USA program in a separate brochure with a Para Tours cover. Offered our support regarding photos etc and will follow up.

MegaFam10: Tanja Burri

ITB10: Swiss Tour Operator. ITB meeting with Mr. Hans-Peter Riesen. Specialize in Canada, but would like to include more US product. Are looking for unique and special opportunities: (hiking- canoeing- horse riding). Attended RMI Mega Fam 2009 and gave positive feedback about the tour. Will start with small groups - soft adventure in the lower 48 States. Main target group also families - fall with long holidays in Switzerland ideal for US Tours. Are exhibiting on all Swiss consumer shows and feel increase in bookings. Met with America4You as well and discussed possibilities. Seemed very pleased by what America4You has to offer - especially since he is looking for itineraries in German language for him to use. Gave "What's New Sheets" of the States.

GER11/09: Created new US section on his homepage where he offers a couple tours through the RMI States organized by Travel Dream West who is a small Swiss company. For a start wants to introduce himself as tour operator for the US and see how they sell before creating his own tours. During RMI mega fam met several receptives. Might work with

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Phileas Fogg Reisen**Helmut Wulfhorst**

Bäuminghausstr. 61
D-45326 Essen
Germany

Postal Code

Phone 011-49(0)201-7588 0117

Fax 011-49(0)201-7588 0119

E-mail info@phileas-fogg-reisen.deWebsite www.phileas-fogg-reisen.de

ITB11: Met with Helmut, ower. He stopped by during consumer days. Has 3-4 small groups to the US each year. Mostly on the East coast right now, but looking for new areas and interested in our region. Would like info. packets for each state. Carola, please follow up.

Pioneer Erlebnisreisen GmbH**Mr. Edgar Schubert, Mrs. Ute Sickinger, Edmund Belser**

Lenastr 10
D-72070 Tübingen
Germany

Postal Code

Phone 011-49-70715499747

Fax 011-49-70715499727

E-mail info@pioneertours.de
belser@pioneertours.deWebsite www.pioneertours.de

ITB11: Met with Edgar Schubert. Gave What's New sheets. Wants an invitation to RMI Roundup 2012. Have increased booking for YNP. Send YNP information. Needs Jackson Lake accommodation. Carola, please follow up.

GER11/09: Will have group to Jackson Hole in February 2010. Season so far is going well. Skiing sells better than they anticipated. Need material for clients. Sent Jackson Planner and Trail Maps. Suggested including Grand Targhee and Snow King. Group to stay in the Best Western Lodge in Jackson.

ITB09: Met with Edgar. Could not send Edgar to RU09. Would like to participate in 2010 Roundup. Is interested in larger number of RAGs. Could distribute them during large trade shows (Leipzig) in November 2009. Edmond offered to produce extra flyers with RMI product to include inlay in RAG to also sell more. RMI Germany to follow up.

GER02/09: German Tour Operator Followed up regarding Roundup in Boise 2009. After many discussions decided that their office has not enough staff to send someone to RMI RU. Would very much like to, but feel that with current booking season it is very difficult to release someone important from the office. Participated successfully at Stuttgart and the Dresden consumer shows with an own booth. Could generate many bookings also to the RMI region and are very content with the outcome. Will stay in touch and meet at the ITB 2009.

GER04/08: Had met with Edmund Belser and Edgar Schubert during ITB 2008. Requested brochures of the 4 RMI States including maps etc. Business is going really well. Have many good bookings to the RMI region. Discussed possible Mega Fam participation for Edgar Schubert. Sent information package also including Wyoming Cheyenne DVD.

April 08: New address from Maureen

ITB08: Met with Edgar Schubert. He is interested in fam trip this year. Possibly attending '08 Mega Fam. Send 4 state DVD and 50 State Guides and Road Maps. They attend 7 consumer shows in Germany. Propose distributing 4 state flyer - small (10 pages) focused on main attractions in each state with good pictures. They will make a proposal to Carola. They are all over Germany. Carola, please follow up.

ITB07: Met with Mr. Belser. Add to Buckle Club party list. He is a member and didn't get an invitation this year. Wants to

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Profi Reisen Verlag**Ms. Janin Nachtweh**

Seidlgasse 22
AT-1030 Vienna
Austria

Postal Code

Phone 011-43-1-7142414

Fax 011-43-1-71424144

E-mail janin.nachtweh@profireisen.at
news@profirisen.at

Website www.profireisen.at
www.tin-online.at

ITB11: Janin participated in the VUSA Austria fam trip. She was able to publish two articles as a result. Is interested in other story ideas. Perhaps a National Parks story? Gave her What's New. Needs information on Buffalo Roundup. Carola, please keep in touch.

GER11/10: Discussed details of article in the Austrian Trade Magazine TIP with Janin. As a result of the VUSA Austria Fam through the RMI region Janine will include an extensive introduction of the RMI region.

Will include German RMI website and additional tipps. Will receive voucher copy and include in clippings.

The article itself is called "A world of its own" and Janin introduces the highlights in order of the itinerary and with lots of emotion as first person narrator. Described in detail are: Rapid City (Journey Museum, Prairie Edge, President's walk), Mount Rushmore and Crazy Horse, Badlands National Park, Deadwood (Tatanka- Story of the Bison, Casinos, Saloon No 10), Devils Tower and the legend behind it, Cody (Buffalo Bill Historical Center, Dan Miller's Cowboy Musik Revue, Hotel Irma) and Sheridan ("Best of the West"), Yellowstone National Park with all highlights and sights, wildlife and faszination, Grand Teton National Park, Jackson, Tetonia in Idaho, Mesa Falls, Mesa Falls Scenic highway (as nature and panoramic suggestion), the Idaho view of the Tetons, Chico Hot Springs Montana and Native Culture in Montana. At the end all hotels are listed with websites. Also our contact details and the German RMI Website are listed for further information and the Real America Guide is mentioned as great first resource for travel planning.

Author: Janin Nachtweh Publication Date: November 15, 2010 Length: 2 pages Circulation: 10,500

Ad value: 21,440.00 USD

This article is a result of the VUSA Austria FAM tour through the RMI region in 2010.

GER10/10: Is updating the Austrian Website for Visit USA. Asked for input regarding texts etc. Sent general text on RMI Region and Photo CD.

Austrian Trade Magazine with a circulation of 10,500 distributed to Travel Agencies in Austria. Published weekly. In one of their October editions they published a photo of the RMI Mega Fam group with a short description about the tour.

Reiner H. Nitschke Verlags GmbH**Mr. Dirk Koester**

Brunnenstrasse 20
D-56829 Brieden
Germany

Postal Code

Phone 011-49-2672-2317
011-49-171-3688164 (mobile)

Fax

E-mail mototest@aol.com

Website

ITB11: Met with Dirk. He is planning another story on the RMI region. Looking for a travel agent to organize a possible reader's tour. Special things to be included. Wants to do the SD Buffalo Roundup and include a press trip prior to from Seattle to Denver, including ID, WY and MT. Carola, please follow up.

GER05/09: Contacted to announce interest in another press trip to the RMI region - also including the Buffalo Roundup in South Dakota 2009. With this he might then extend their tour into Idaho, since this is the only RMI state they have not been yet. Forwarded Dirk's interest to SD and await feedback. Also discussed possible readers tour: Dirk has achieved a "Go" from the Publishing Company of "Oldtimer Traktor". So far only a very rough idea: Fly into Denver or Minneapolis St. Paul, include Steamfestival in North Dakota in the beginning, travel on to Montana and Wyoming (including highlights as the Yellowstone NP) and end up in South Dakota to attend the Buffalo Roundup 2010. Preferred way of travelling: rental cars for participants Need German partner Tour Operator - need US Receptive to work out an itinerary. Details to be discussed in summer 2009. Sees good potential for such a tour, as the readers of Oldtimer Traktor Magazine are often retired farmers with high income, no real capability of the English language but high interest in the US and the historic/ special farm equipment there. Will follow up again - also regarding additional articles as results from his press trips.

GER11/08: Followed up regarding his press trips and possible following articles. Oldtimer Traktor might even be interested in doing a reader's tour. Details to be discussed ITB meeting.

GER07/08: Oldtimer Traktor This insider-consumer magazine on tractors and farm equipment was founded in 2005 and is published bi-monthly in Germany, Austria, Switzerland, the Benelux countries as well as Sweden and France.

The article "**Gruen-Zeug**" translated "**Green stuff**" written by Dirk W. Koestner is telling a story about the world's largest "John Deere" tractor collection in Wolf Creek, Montana. Jack Johnson, the current owner of the family business, who owns about 700 old tractors, inherited the collection from his father in-law in 2001. The author writes about the families' past and the history of several tractor models. Furthermore he

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S.T.I. - Sunshine Tours International**Mr. Joachim Thesen, Managing Director**

Hans-Fischer-Str. 13
D-80339 München
Germany

Postal Code

Phone 011-49(0)89-30798628

Fax 011-49(0)89-30798629

E-mail sunshine-tours@t-online.de
info@sunshine-tours-international.de

Website www.sunshinetours.de
www.sunshine-tours-international.de

ITB11: Met with Joachim. Tour operator offering FIT and fly/drives, but in the future will be offering groups. Offer adventure, tailor-made product. Works with Go West Tours. Have found a good agency for "Basic Services" for their online presentation. Have a brand new & professional website with their "product" (mainly tour suggestions and examples. Clients then get proposals for tours with their goal of small 6-8 person groups. Will offer film tours, special interest tours, special topics, and concert tours. Suggested Sun Valley, Wild West Tours, Dances with Wolves in SD. Work with Go West Tours and Eva Knight -- See lead for Go West Tours. Needs 3-4 houses/hotels with unique aspects. Looking for honeymoon tours and special locations for weddings. Food topics, suggested bison meat and huckleberries. Carola, please follow up.

ITB10: German tour operator. ITB Meeting with Mr. Joachim Thesen. In the beginning of 2010 they started to expand the US product (starting with Arizona, California and New York). Work mainly with "Go West Tours" as a receptive. Don't want to offer regular/typical tours. They are looking for special events, festivals and smaller, lesser known regions. Might go into motorcycle tours as well. Sell tours online, but also have cooperation with a travel agency network in the Dortmund region. Also work with approx. 25 "Partner-Travel Agencies". In the future would like to attend small consumer shows throughout Germany.

Gave "What's New Sheets" of the States and individual information sheets of MT.

GER12/09: Followed up regarding their planned integration of US product. www.sunshine-tours-international.de Website, it is live now, but still not completed. In the beginning of 2010 they will start to expand the US product. They are looking for special events, festivals and smaller, lesser known regions where they can highlight any specials. Provided again relevant information about the RMI region.

GER10/09: German Tour Operator, VUSA Media Event contact. Small tour operator situated in Munich. They had a US program before 9/11, but afterwards they stopped selling the USA due to low demand. Now they want to start adding the US to their program again. But they would like to feature just some states not the whole US. They already started with

SK Touristik GmbH**Mr. Thomas Reichert, Markus Knuepp, Rainer Schoof, Daniela**

Im Südfeld 96
D-48303 Senden-Bösensell
Germany

Postal Code

Phone 011-49-2356-345910

Fax 011-49-2356-345911

E-mail info@sktouristik.de
rainer@sktouristik.de

Website www.sktouristik.de

ITB11: Met with Natalie Schmidt. Tour operator offering FIT & fly/drive as well as small group. Offers product in all four states and works with A4Y and RMHT. Their brochure is now on a CD. Combines Canada and US product with the US product being fairly new. Product includes a lot of activities that are prepackaged. YNP tour is very popular. Is adding new product in our region and wants to create unique offerings. Not just chain hotels. Clientele loves nature, great outdoors, etc. Wants nice lodges/cabins, historic properties. Wants to get away from normal touristy fly/drives and do a more unique offering. Is open to suggestions. Also activities (soft adventure). Nancy mentioned scenic drives as an option. Discussed historic themed tours and ranch product. Their customers take pictures during their vacation and could win a prize if it is chosen. Is traditionally swamped with bookings during the Roundup, but is always interested. Would love to see the area. Mentioned the Roundup and Mega Fam. Carola, please follow up with any materials needed, specifically the SD Adventure Guide.

GER01/11: Requested brochure material for their clients. Sent Real America Guides in larger number for distribution.

GER11/10: Proofread pages for the new brochure which will be distributed during the Leipzig Consumer show. During the last year this TO had produced Flyers with offers - this year they decided to produce a real brochure for people to take. We had provided Fairflight with photos and information and now proofread the itineraries. One Fly Drive includes the RMI Region covering Glacier and Yellowstone National Parks and Idaho (Craters, Sun Valley, Idaho Falls). Gave suggestions and asked to include our contact details and website.

GER08/10: has released a catalogue with special offers for summer 2011 that is valid till end of November 2010

GER06/10: Followed up after Pow Wow Meeting with RMI. Currently bookings are going well, but not through the roof. Are in need of approx. 50 German Real America Guides for clients travelling and potential travelers. Also need photos and videos for website. Supplied them with the requested material. Also sent current "What's new sheets" of the RMI States. Informed them about the RMI Roundup in February in South Dakota in a "Save the Date" Email.

GER05/10: The tour operator published a new USA –

Ski Presse**Wolfgang Greiner, Editor, Publisher**

Richard-Strauss-Str. 75
D-81679 München
Germany

Postal Code

Phone 011-49(89) 90 10 88-87

Fax 011-49(89) 90 10 88-76

E-mail greiner@skipresse.deWebsite www.skipresse.de

ITB11: Met with Wolfgang who is the owner of German Ski Presse Magazine. This is a free publication with a diverse readership printed 3 times a year and distributed to 150,000. The features are a general overview of ski options with 50% product and 50% travel. Mr. Greiner wants to cover more than just skiing and give a complete itinerary to his readers with things to do after they're done skiing. Is interested in more than just ski -- snowboarding, snowshoeing, cc skiing, etc. All articles are offered online. Would like to receive region info. and do a story. Has not been in contact with Jackson Hole for 10+ years. We gave What's New information and covered general ideas for skiing in the region. We mentioned hosting a fam and the procedure. We gave an overview of the gateway cities.

GER01/08: German Ski Magazine Distributed for free at sports retailers stores, Ski and snowboard shops, hotels and fitness-studios throughout Germany, Austria and Switzerland. Founded in 2006. Circulation: 160.000 Published 3 times a year - October, December and February Content: stories about ski-resorts worldwide, annual Ski related events, new products etc. We received a request from Jackson, WY regarding Mr. Mayrs' press trip to Jackson, WY. Talked to Mr. Greiner, publisher and editor in chief of the Skipresse Magazine: He told us that Mr. Mayr does not work for the Magazine anymore. Jackson, WY is so far not planned to be a story in the upcoming magazines and Mr. Mayr is obviously trying to get accommodation and Ski passes for free. Will follow up with Skipresse regarding other possible coverage about the Ski resorts in the RMI region. Mr. Greiner was currently not interested, but said he would talk to us directly, if something is planned. Mr. Mayr was included in our "Blacklist" for journalists.

Studiosus Reisen**Mr. Manfred Schreiber - PM USA, Christina Wirth, Mrs. Christine**

Riesstraße 25a
Postfach 500609
D-80992 München
Germany

Postal Code

Phone 011-49-89-50060420

Fax 011-49-89-50060405

E-mail uschi.franke@studiosus.com,
christina.wirth@studiosus.comWebsite www.studiosus.de
www.studiosus.com

ITB11: Met with Matthias Sörke, Area Manager. Studiosus was established in 1954. Tour operator specializing in groups. Used to handle student groups learning about history and culture of different areas. 134 countries offered. Now they are groups of 20-25 max 50+ year olds. They bring their own tour guides. Already have 3 groups for 2011. Features a new tour offering Cody, YNP, Little Big Horn Battlefield. USA is a niche product for them. Needs new things to do in our area to supplement the tour guide. Not featuring ID, but Nancy discussed Nez Perce and lack of ID product.

GER12/10: German tour operator *Studiosus* – specialized in study trips – was awarded with the *German Sustainability Award*, presented in Duesseldorf at the end of November, in the 'most sustainable future strategy' category. The jury honored Studiosus' consequent orientation on social and ecological issues. The company particularly faces current and future challenges of sustainable development. The Jury also commended the tour operator's an effort in all matters of ecological nature, for example its efforts to lower the transportation energy balance per trip and the reduction of the use of resources.

Of their social activities, the jury particularly pointed out Studiosus' prudence with social framework conditions in the host countries. Studiosus initiated several worldwide initiatives and projects for the promotion of human rights, working standards and anti-corruption.

Also, the contact between tourists and the locals of the host land is a program component of all trips offered by Studiosus.

GER11/10: Very specialized, upscale product and leader in Germany for Study tours. Feature a diverse programm in various brochures (best ager groups, single tours, family oriented etc.) Met with Alina Sanwick, who is responsible for the Hotel contracting. Work mainly direct, only in special cases through DMCs. Their best selling destinations are still Italy, Greece and Israel due to their history and cultural highlights. Their USP are their exeptionally well informed guides and long expercience. Sales in 2010 were average, but have high hopes for 2011 now that the economy in Germany is picking up again.

Feature a new tour through the RMI region in their 2011 annual brochure, which takes the group to Wyoming, Cody

T.O.M.Consulting, Tomontour.com**Mr. Thomas Dedek**

P.O. Box 14 01 63
 Birkenleiten 11
 D-80451 München
 Germany

Postal Code

Phone 011-49-89-2500 1302

Fax 011-49-89-6243 9772

E-mail tb@tomontour.de
tom@tomontour.de
www.gaytravel24.de
 Website www.tomontour.de

ITB11: Met with Tom. Produces Gay Friendly USA brochure and www.tomontour.com. Needs monetary support to promote in publication. Has a new website. To be listed in the gay friendly hotel listings it's 360€. This can be for attractions and hotels. Will send a marketing proposal before April. Carola, please follow up.

GER06/10: Forwarded half filled Media Request Sheet with Barbara's information to Tom and asked to fill in the missing information. The journalists traveling will be Frank Stoerbrauck (German portion) and David Leeds (British portion). The Tom on Tour Guide book has a circulation of 60.000, it is bi-lingual (German and English) and is distributed in Germany as well as in Great Britain. The press trip would be a research tour for a two page inclusion in the Guide, however additional financial support for the inclusion would need to come from the partners. Barbara has asked Mall of America, Minneapolis St. Paul as well as South Dakota and Rapid City for support. Discussed possible routing and dates: 23.8.: Arrival MSP, 24.8.: MSP to ND, 25.8.: ND, 26.8.: ND to SD, 27.8.: SD, 28.8.: SD to MSP, 29.8.: MSP, 30.8.: MSP / Mall of America, 01.9.: Depart MSP. Enquired information about airfare and rental car - if Tom has made arrangements already. Will send updated information to RMI and follow up.

PW10: Met with Tom Dedek. Tom on Tour is a 40-60 page magazine dedicated to gay travel. 60,000 copies are distributed annually prior to ITB in both German and English. Clients want more than just "gay bars" and more events, transportation, etc. options in our region. The website is an online, full-service travel site. Has worked with Dertour/TUI for packages in the past. Very flexible with prices and pages and is willing to work per what each partner wants. Interested in sending two journalists on a fam to the region who would then write about each partner involved. Mid-June deadline. Please refer to ND ITB lead for more information.

GER09/09: Sent us an offer for a social media marketing campaign. Will promote new destinations on the social media platforms Facebook/YouTube/Twitter/Flicker etc. and asked whether we are interested in participating in a test phase. There are two options: 1. shared version from August through December on various Tom on Tour Platforms at a special

Tourismus Schiegg**Mrs. Nicole Beege, Anna Fueller**

Kreuzweg 26
 D-87645 Schwangu
 Germany

Postal Code

Phone 011-49-8362 9301 0

Fax 011-49-8362 9301 23

E-mail nicole.beege@tourismus-schiegg.de
anna.fueller@tourismus-schiegg.de
 Website www.tourismus-schiegg.de
www.american-tours.com

ITB11: Met with Anna Fueller. Tour Operator for the Americas. This is the 4th year offering US and they are continuing to expand product. Just introduced a ski program and are thinking about ranch product. They started with larger receptives, but are looking for smaller, more specialized ones. They offer the complete package, including flight, car, hotel, activities, etc. They are completely online. They attend all of the German trade and consumer shows. Gary and Lena were present for this meeting. We covered a general state overview. Clients usually travel for 2-3 weeks and are looking for outdoor activities. Thought our region would be a great fit.

GER07/09: Small tour operator, specialized in individual travel to Latin America. They will update their current website and requested photo material of the RMI region. They feature bus as well as rental car tours through the RMI States. We provided them with the RMI photo CD as well as extensive information about our destination. We offered our further assistance.

GER01/09: Small German Tour Operator specialized in Latin and North America. Followed up regarding planned new US flyer during CMT Stuttgart. Are offering US program since 2008. New US flyer was just printed before CMT. Includes large US map in poster format and information on the different regions. Used image of Mt. Rushmore and Montana that we sent to them. Also created new website for their US product: www.american-tours.com. US bookings started out well this year. Hope that development will continue as positively in 2009. Offered our support with itinerary planning and insider tips as well sending brochures.

GER11/08: Small tour operator specialized in individual travel to Latin America. Followed up regarding planned Canada US brochure. Was very satisfied with the RMI photo CD she received from us. Brochure is still in production but she will send us copies by end of this year.

GER08/08: Specialize in individual travel to Latin America. Recently expanded their program to Northern America. Mostly offer rental car and camper tours. Have new website for this product www.american-tours.com. Offer tailor-made programs and have a lot of repeat customers. Want to create flyer in poster format with information on the different regions in the US. Including the RMI region. Asked for images. We informed

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QUIT

Visit USA Committee Austria

Mr. Werner Marschall, President

Opernring 3-5
AT-1010 Wien
Austria

Postal Code

Phone 011-43-681-1066 7531

Fax

E-mail webmaster@visit-usa.at
office@visit-usa.at

Website www.visit-usa.at

ITB11: Mr. Marschall lead the VUSA fam through the region. Had great results with a good mix of trade and media. When getting requests for the American West, RMI region comes up in 1 in 5 requests. RMI-US, please look into shipping RAGs directly to the VUSA office. Contact Phoenix Publishing about this possibility for the new guides this fall. For fams, they only take people that have been with their company for 5-6 years, so their fam groups are of high quality. Carola, please send images, videos, etc. as a follow up.

GER01/11: Mr. Marschall informed us about various articles in the Austrian press about a possible outbreak of the Yellowstone caldera/volcano. As we will participate in the VUSA Austria Seminar, beginning of February he wanted to make us aware of possible increased interest in that special topic.

We also discussed general visitation numbers of Austrians to the US, which increased in 2010 and also the forecast for 2011 is very positive. Will provide us with the details after the VUSA Austria Seminar. See a high increase in requests for brochure material and might need more Real America Guides soon.

GER12/10: Followed up regarding additional articles after the VUSA Austria Fam to RMI in fall. Mr. Marschall informed us that Mr. Rajchl will write an additional article on Minneapolis St. Paul Bloomington. Also we received the online edition of the Salzburger Nachrichten article. This one is on South Dakota and it is the first by Mr. Rajchl. The second about Yellowstone and the other RMI States will follow. Will also send the print versions. Register many requests for the Real America Guide and think it very useful that RMI will participate in the Visit USA Austria Seminar in January.

GER11/10: Followed up with Mr. Marschall about additional articles about the RMI region. So far several articles in the Austrian Newspaper Kurier and their travel supplement as well as in the FTI Trade Newsletter have been published. TIP - Austrian Travel Magazine is being written and will be published soon. This also accounts for two additional articles in the Austrian Newspaper Salzburger Nachrichten. Will monitor the articles and include in Media Clippings. Since the first publishings requests for information have skyrocketed and according to Mr. Marschall demand is high. Sent larger number of new Real AMerica Guides to Mr. Marschall for

World Tour Production

Jan Hammarqvist

Box 13027
S-250 13 Helsingborg
Sweden

Postal Code

Phone 011-46-42155600

Fax

011-46-42155614

E-mail info@worldtour.com

Website

ITB11: Jan Hammarqvist met with Gary. Planning a 12-day trip through RMI region, including 2 nights in Chicago and 5 nights in MSP with full city tours in both cities. Gary will follow up for booking.

Lead Entry

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